

PSJ15 Exh 63

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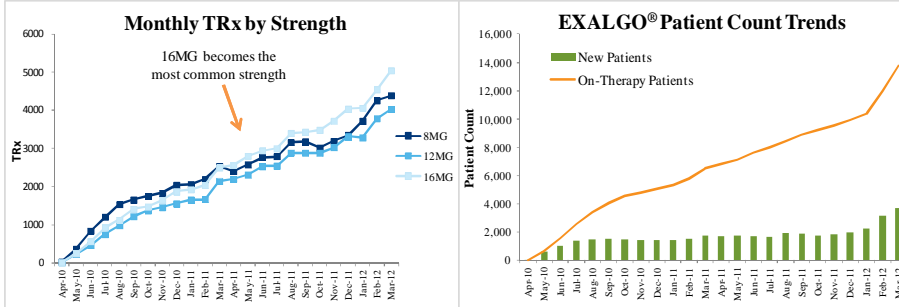
EXALGO[®] Trends

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EXALGO® Rx and Patient Volume



- In April 2011, the 16MG strength became the most common strength prescribed by physicians.
- Patient counts increased considerably in 2012.

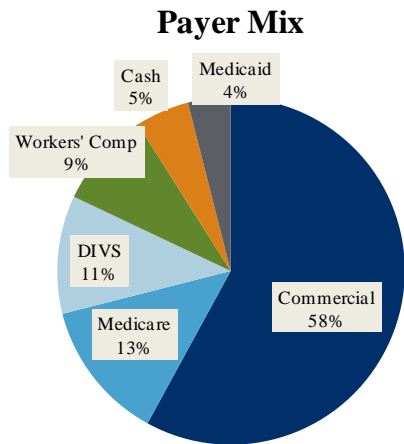
Source: IMS NPA, IMS NPA Market Dynamics

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EXALGO® Prescriptions by Payer



Over 70% of prescriptions are paid through Commercial payers and Medicare.

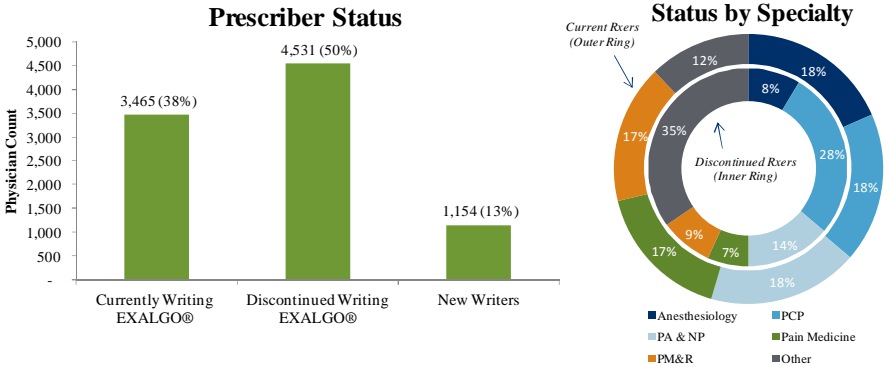
Source: IMS Xponent Plantrak™

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EXALGO® Prescriber Activity



- 1 in 2 physicians who wrote EXALGO® at least once are considered “discontinued” writers.
 - Pain specialists, Anesthesiologists, and PM&R specialists are less likely to be discontinuers than PCPs and other less common specialties.

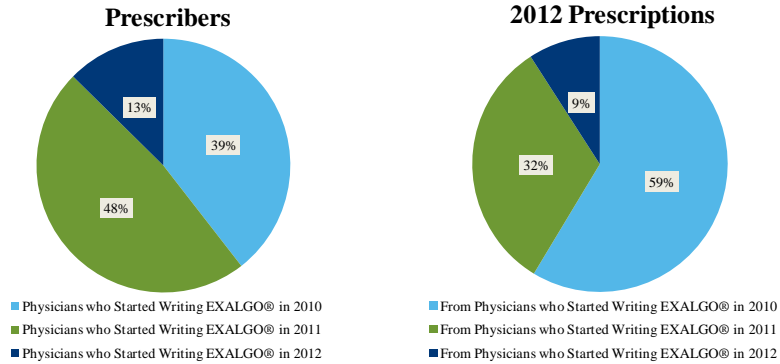
Source: IMS Xponent Plantrak™

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Prescriptions of Early Prescribers



- 61% of prescribers started writing in 2011 or 2012, however only 41% of 2012 prescriptions came from these prescribers. The early adopters tend to be more prolific.

Source: IMS Xponent Plantrak™

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National Use of Opioids

Heat Maps of Units through Cash Transactions

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Methodology

- Combined all IMS Xponent Plantrak™ cash prescriptions in the last two years by the prescribing physician's three-digit zip code.
- Product basket included therapies and strengths known to be highly abused, as well as EXALGO®.
 - 5/325 and 10/325MG Hydro/APAP
 - 2,4 and 8MG Dilaudid & generics
 - 8, 12, and 16MG EXALGO®
 - 5 and 10MG Methadone
 - 60,100,200MG MS CONTIN® & generics
 - 15 and 30MG Oxycodone HCL IR
 - 5/325 and 10/325MG Oxycodone/APAP
 - 40,60,80MG OxyContin® & generics
 - 2 and 8MG Subutex® & generics

Source: IMS Xponent Plantrak™

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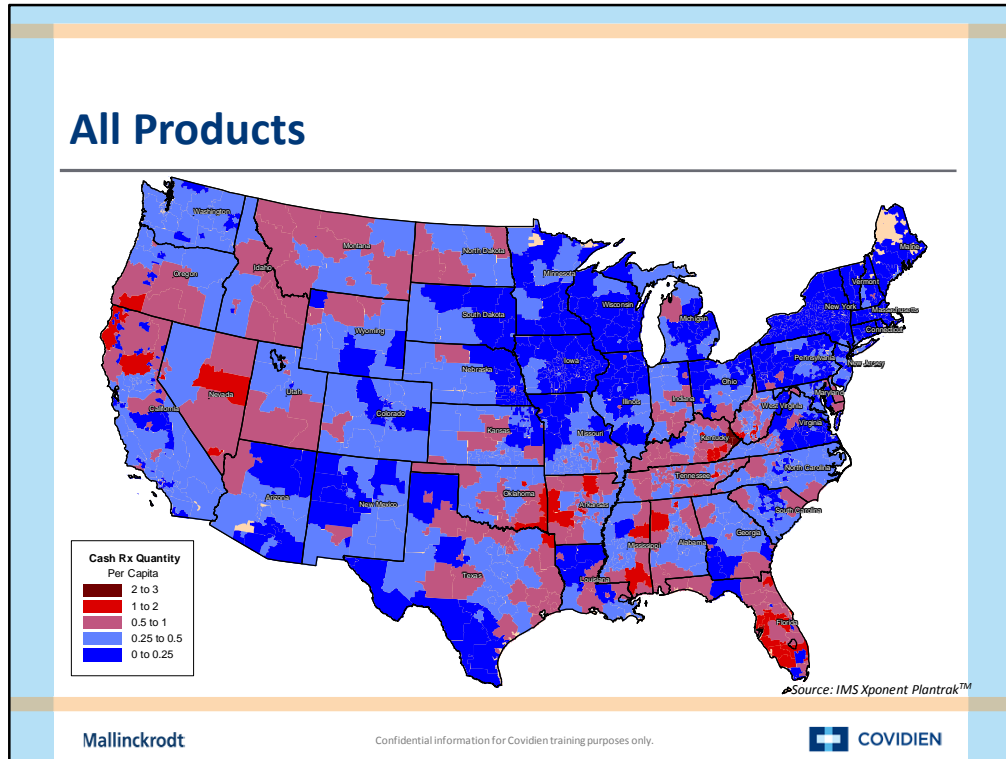
Methodology (continued)

- Calculated the per capita rate of cash Rx tablets for each three-digit zip code.
 - Used government census data for population counts.
- Coded per capita rates into 5 different groupings to produce heat maps.
 - Dark Blue: “Cold Spot” with 0 to .25 cash tablets per person
 - Medium Blue: “Cool Spot” .25 to .5 cash tablets per person
 - Bluish-Red: “Warm Spot” with .5 to 1 cash tablets per person
 - Bright Red: “Hot Spot” with 1 to 2 cash tablets per person
 - Dark Red: “Critical Spot” with 2 to 3 cash tablets per person

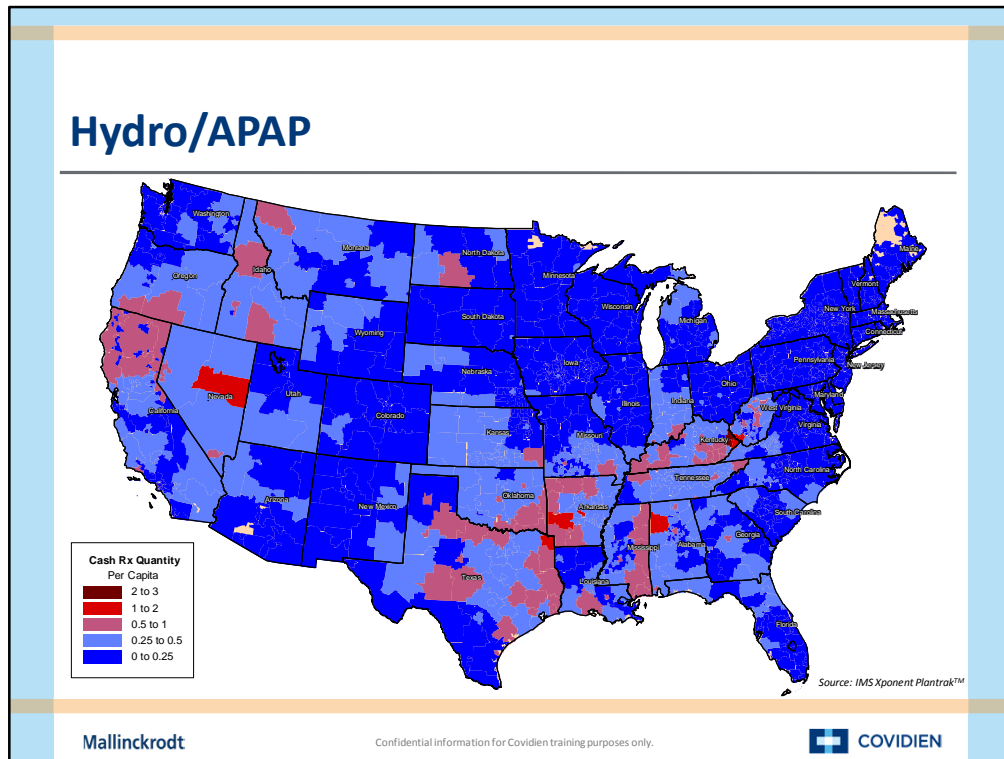
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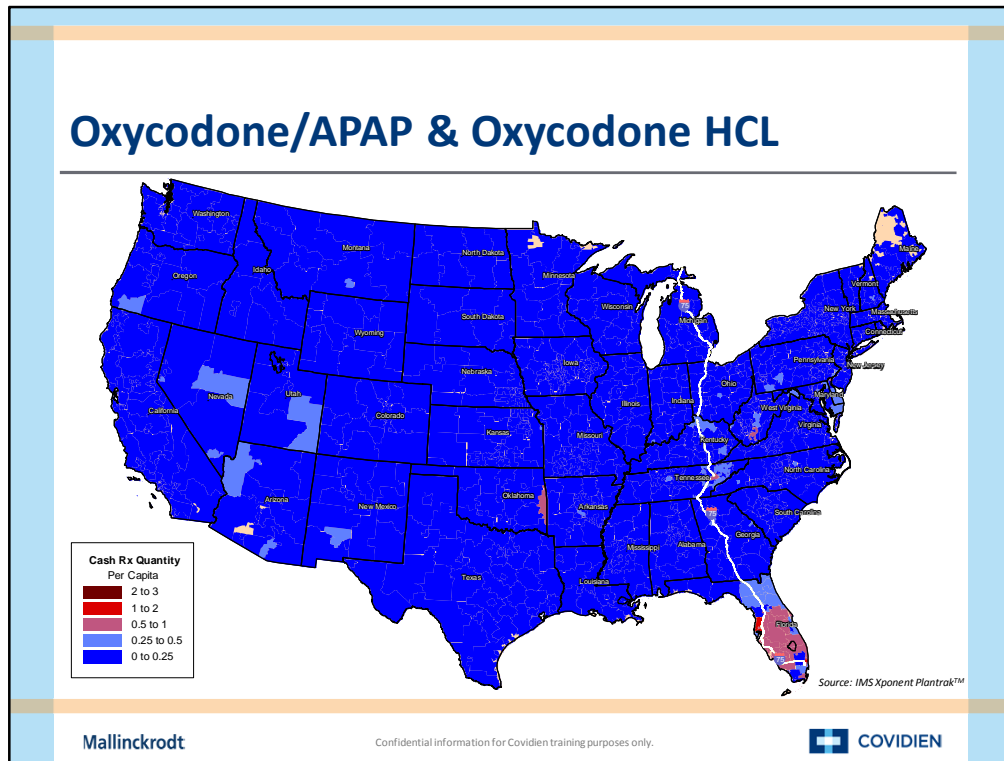
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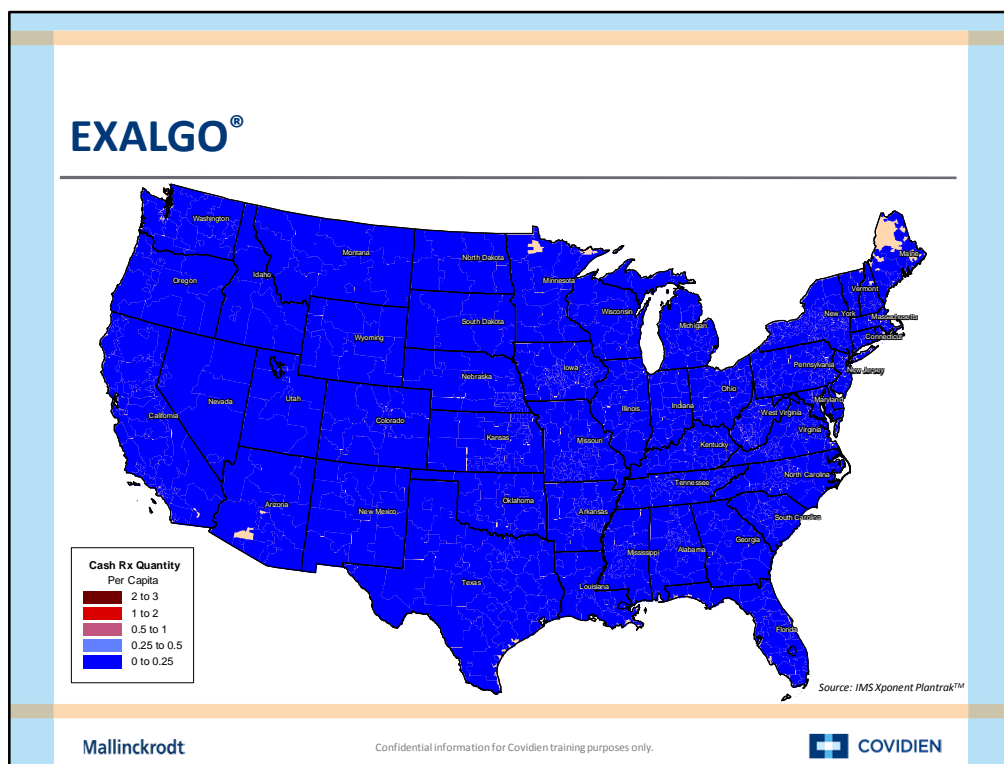
4 critical danger spots, 3 of which are in KY near the WV border.



Talking Points: 2 danger zones in KY, and just for this 1 product and 2 strengths alone. Hot spots near las vegas, in TX, AK, and AL. None in FL. California, TX, Idaho OK, and MS also have large portion of warm spots.



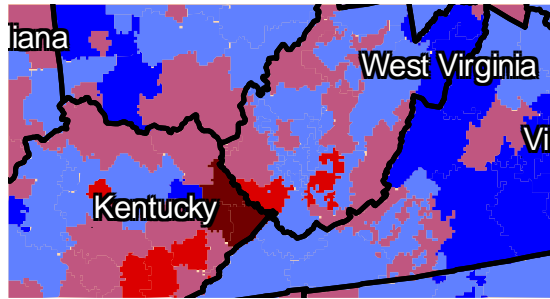
Many warm and hot spots in FL, but limited across the rest of the country. Shows geographical differences in potential abuse patterns. One can also follow the “oxy express” (highway 75) and see all the cool spots that pop up along the highway known to be used by drug seekers travelling for pills (according to the dea).



The entire country has cold spots for EXALGO cash tablets per capita. The highest rate is 0.0006 in new jersey where there are 17 EXALGO cash patients and less than 100 EXALGO cash prescriptions.

Critical Spots in Kentucky

- 3 of the 4 critical spots in the US are in Kentucky near the West Virginia border.



Source: IMS Xponent Plantrak™

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KY Critical Spot Facts

- Over 23 million tablets were prescribed since March 2010 in an area with a total population of 3.1 million.
 - Total supply of dispensed tablets is enough to give every person in the population almost 8 tablets.
- 31% of all tablets were paid with cash.
- The top critical zone in the country (412) had 33% of all cash tablets prescribed by 1 physician.
 - The physician's pain clinic was recently shut down, and its business license was revoked. The physician surrendered his/her KY license in early 2012. The physician told investigators he or she was offered \$6,000 per week by the clinic owner, even though the physician had no experience or training in pain management. The physician also claimed to have not seen all patients who were given prescriptions he or she signed.
- In general, the prescribing habits of many physicians in the area most likely attract out-of-county drug seekers.

Source: IMS Xponent Plantrak™, <http://www.courier-journal.com/article/20120127/NEWS/301270084/Paintsville-revokes-business-license-medical-clinic-raided-Wednesday>

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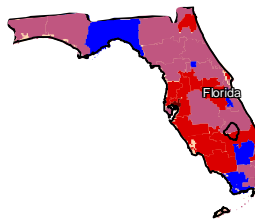
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Find total tablets of all products per capita

Florida Hot Spots

- Florida physicians in 11 different hot/critical spots prescribed 58% of all tablets in the nation's hot/critical spots.
- 21% of tablets were cash transactions.
- 800 million tablets were dispensed in the 11 different hot/critical spots, and 1.5 billion tablets were dispensed in the entire state.



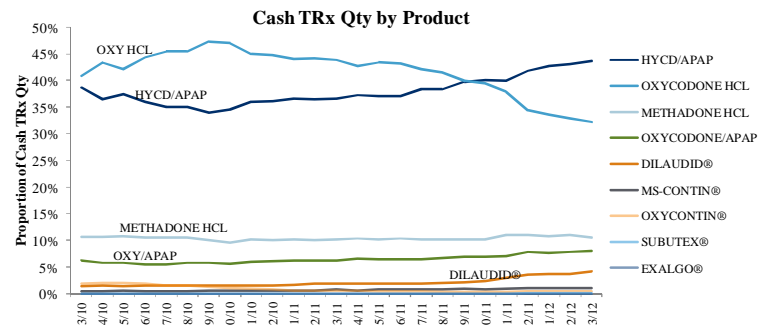
Source: IMS Xponent Plantrak™

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Hot Spot & Critical Spots Trends



- In the nation's hot and critical spots, notable usage shifts recently occurred. Oxycodone HCL tablets decreased in percentage usage, while Hydrocodone/APAP, Dilaudid®, Methadone, and Oxycodone/APAP increased.

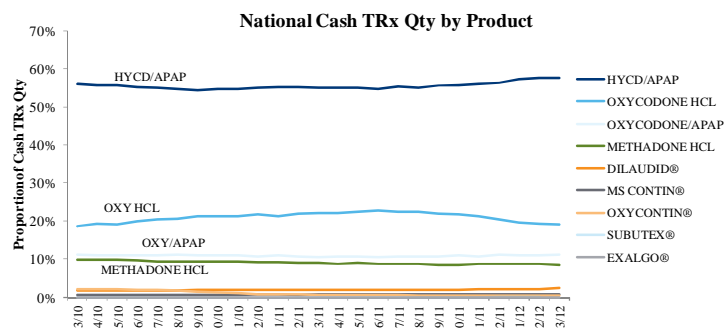
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National Cash Trends



- The nation's product trends are steady.
- In 2012 the hot/critical spots are starting to mirror national product usage.

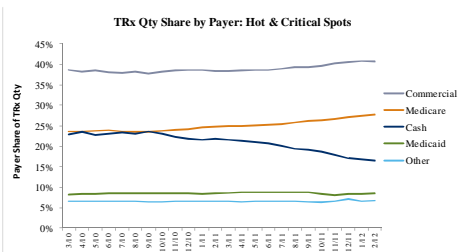
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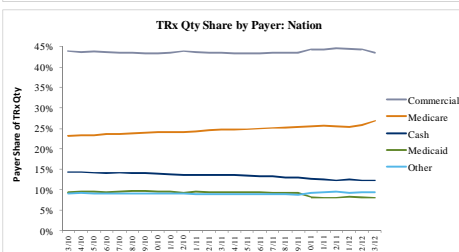
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Payer Trends over Time



- By 2012 the hot spot payer breakout transformed and looks similar to national trends.



Source: IMS Xponent Plantrak™

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